

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE
120 Park Avenue, New York, N.Y. 10017

TO: Edna Moore

DATE: December 5, 1990

FROM: Jose Fontanez

SUBJECT: Revised 1991 Budget

Listed below is the recommended Revised Community Marketing Programs 1991 budget.

<u>OPERATIONS</u>	<u>INITIAL</u>	<u>REVISED</u>	<u>CHANGE</u>
Sponsorship Fees	1,950,000	1,300,000	-650,000
Promotional incentives	2,000,000	1,500,000	-500,000
Sample 6's	1,450,000	1,200,000	-250,000
Booth Expenses	650,000	450,000	-200,000
Professional Services	350,000	200,000	-150,000
Hospitality	100,000	50,000	- 50,000
Field Sales	500,000	500,000	
Sub Total:	7,000,000	5,200,000	-1,800,000
<u>ADVERTISING</u>			
Black placements	1,200,000	1,200,000	
Hispanic placements	600,000	400,000	-200,000
Production expenses	200,000	200,000	
Sub Total:	2,000,000	1,800,000	-200,000
Total Budget:	9,000,000	7,000,000	-2,000,000

If you should have any questions please feel free to let me know.

JF/mh

cc: Y. Robinson

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C. Budget